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QUESTION 1

Maynard Inc., a grocery chain, introduced a new system where customers could shop for groceries while travelling on public transportation. Using their smartphones and screens located on buses and trains, customers were able to order groceries and save time. The groceries were later delivered to their homes. In this scenario, Maynard Inc. is engaging the _____ component of the marketing mix.

- A. positioning
- B. price
- C. promotion
- D. product
- E. place

Correct Answer: E

QUESTION 2

Which of the following is likely to be the most expensive supply chain system in an agrarian economy, if all levels of the supply chain are involved?

- A. Retailer to consumer
- B. Wholesaler to consumer
- C. Manufacturer to consumer
- D. Agent to consumer
- E. Warehouser to consumer

Correct Answer: C

QUESTION 3

If the GRP of an advertisement is 60 percent and its reach is 6 percent, what is the frequency of the ad?

- A. 6
- B. 54
- C. 66
- D. 10
- E. 360

Correct Answer: D

QUESTION 4

Lumos Lighting, a company that offers lighting solutions for office spaces, has adopted the AMA Statement of Ethics, although not in its entirety. It does not recognize the value of citizenship as an ethical requirement. Which of the following is Lumos Lighting least likely to do?

- A. Apologize to a customer for a faulty product.
- B. Invest in a new manufacturing facility to generate more jobs.
- C. Institute an employee rewards program.
- D. Donate money to a nonprofit involved in developing sustainable living methods.
- E. Create a communication channel for customers to lodge complaints.

Correct Answer: D

QUESTION 5

CL Corp. buys stationery supplies from Sharpe Inc. on a large scale and sells smaller quantities to several stationery stores around the country. In this scenario, CL Corp. is an example of a _____.

- A. manufacturer
- B. retailer
- C. wholesaler
- D. promoter
- E. consumer

Correct Answer: C

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